



Yelp Analysis

Bakery

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Topic we look into, guiding questions

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Data selecting, sorting and cleaning

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Deliverables: Locations, Brands,
reviews, tips

Introduction

Bakery Market

Our target is to use yelp data and take a look into the bakery market, finding out the trends and patterns for one to open a bakery or a brand to open a new branch.



Baobab Branding



DATASET

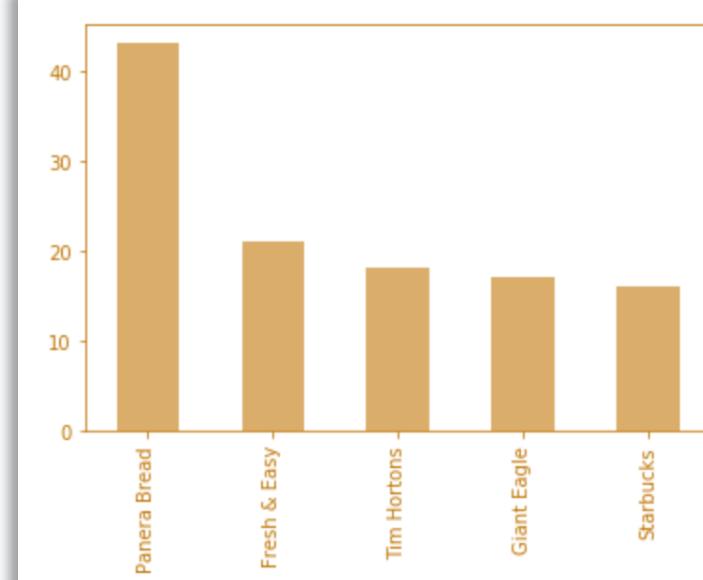
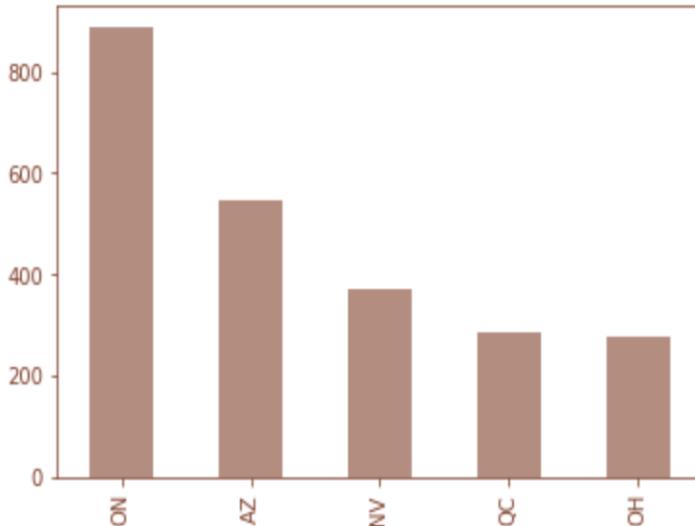
Amount: 2815

Total review: 20480

Check-ins: 15816233

Bakery Subset

- ✓ Select “Bakery” from Business categories.
- ✓ Join other tables with “Business id” as key.
- ✓ Used tips, business, check_in and reviews tables.

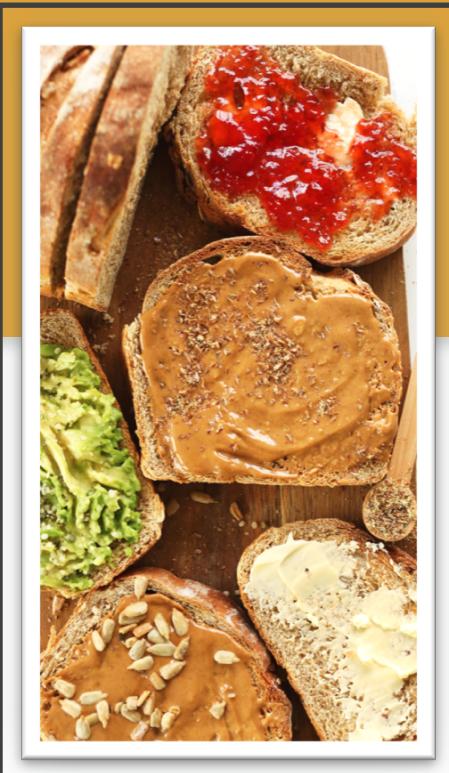


Analysis directions



Rating (stars)

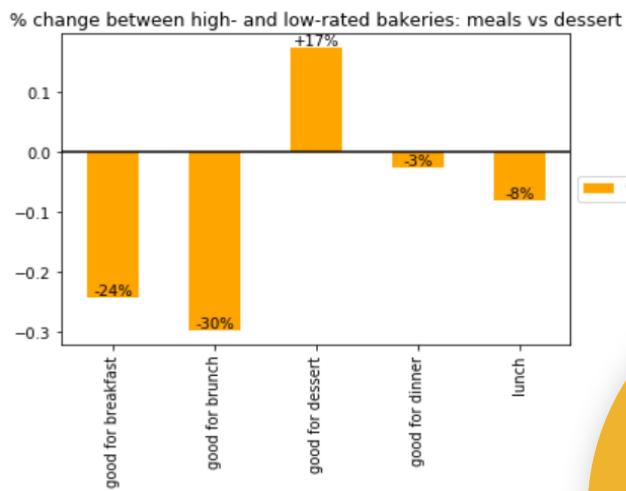
- ✓ High rated—over 4 stars:
What are the common
characters and what we
should focus on.
- ✓ Low rated—below 2 stars:
The things to avoid.



Popularity (check_in)

- ✓ The distribution of
overall check-in.
- ✓ The top 20 busiest
bakeries: Brands,
characters and common
focus in reviews.

Attributes

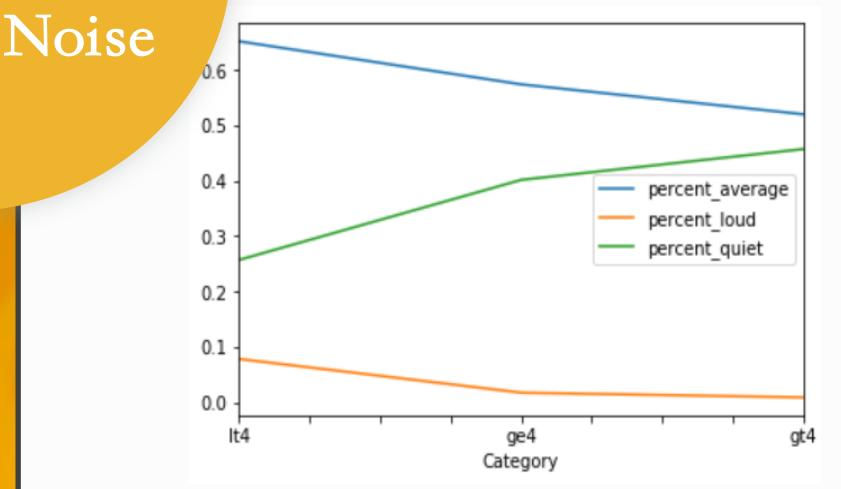
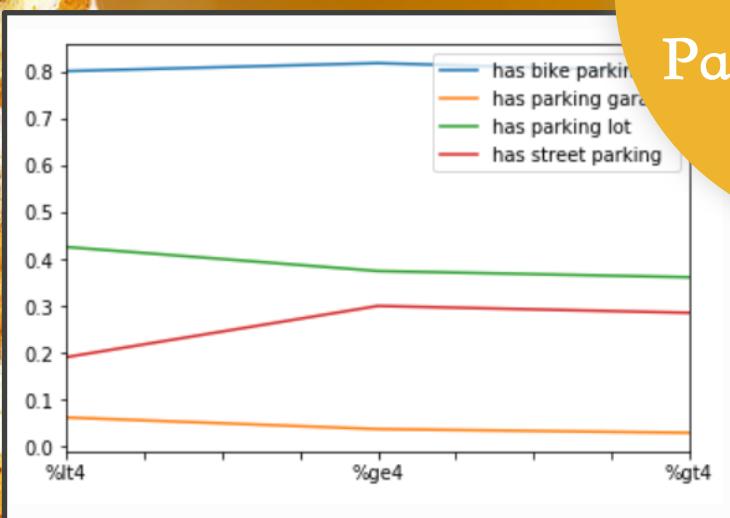
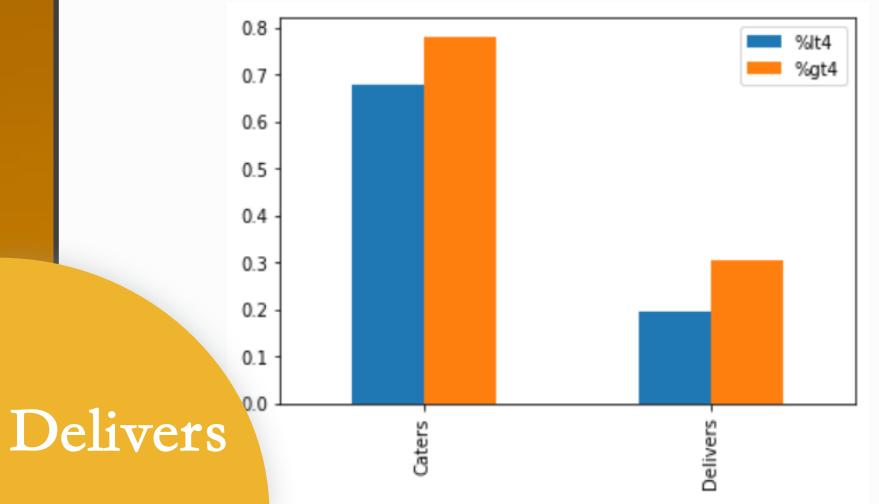


Meals

Delivers

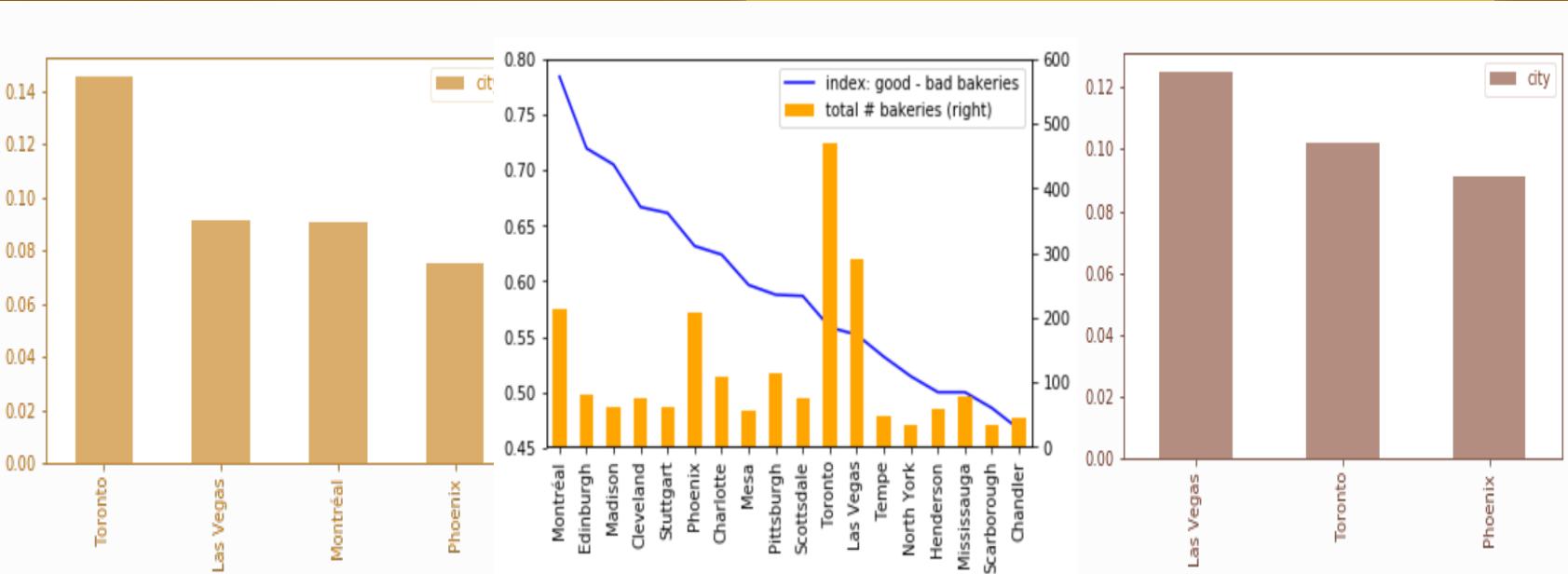
Parking

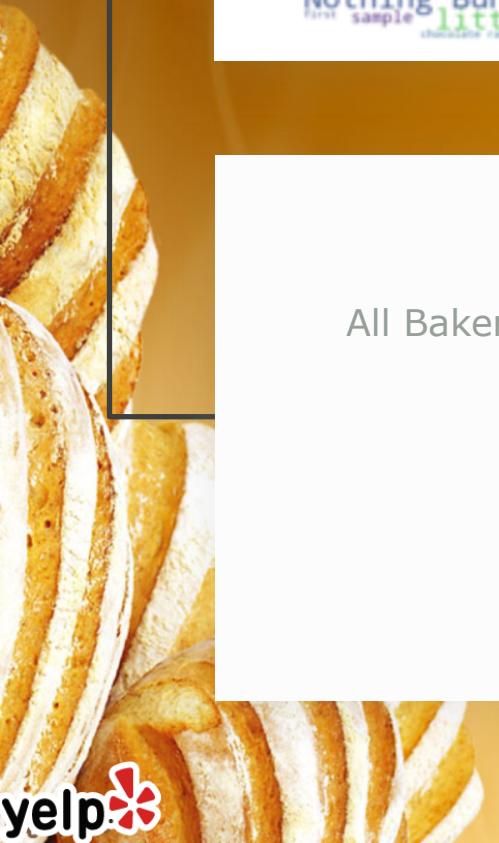
Noise



Locations

- The city has the most high-score bakeries: Toronto
- The city has the most low-score bakeries: Las Vegas
- The total number of bakeries: Toronto/ Las Vegas
- The ratio that high-low bakeries: Montreal/Edinburgh





HIGH RATING

All Bakeries with stars lower than 2:

Cake
Time
Location
Price

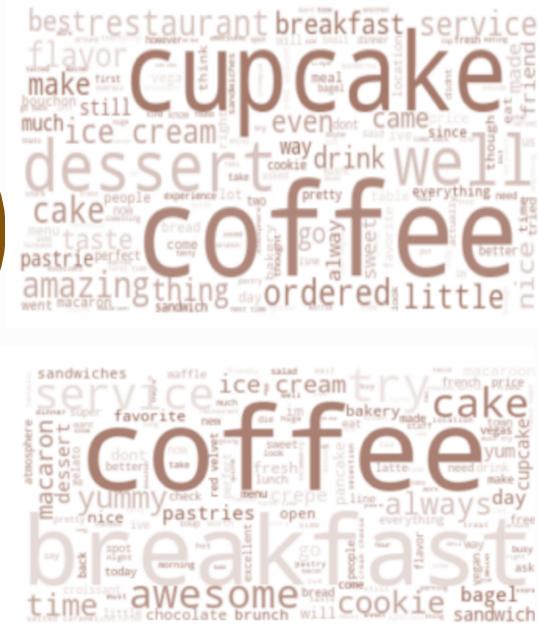
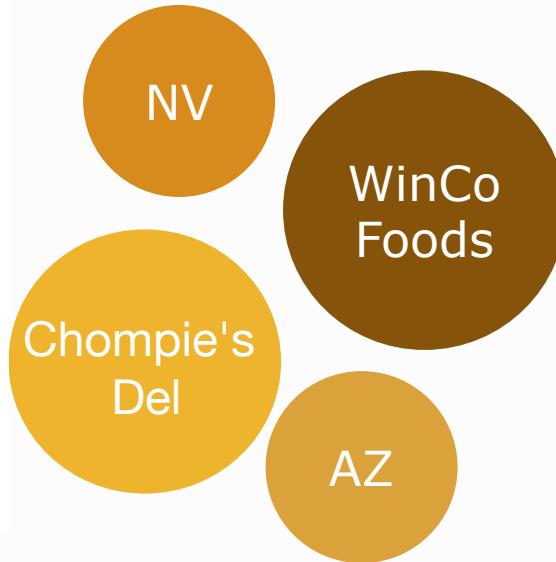
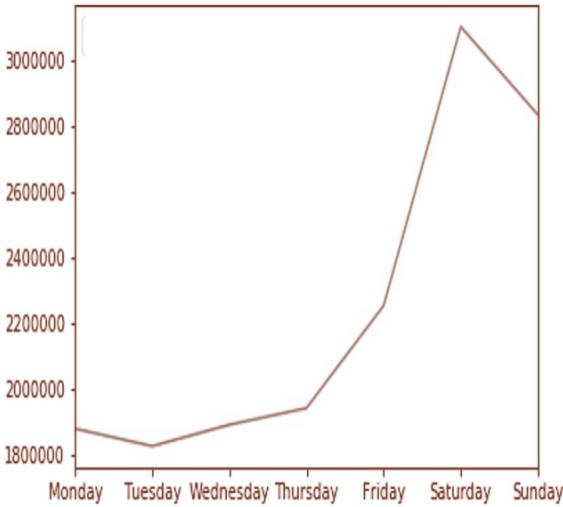


LOW RATING

Top 10 Bakeries:

Cake
Flavor
Ordered
People





Popularity

- An overall Peak at weekends.
- In top 30 popular bakeries, most are in State AZ and NV.
- The most popular bakeries' brands are WinCo Foods, Chompie's Del, Bouchon, Amélie's French.



NEXT STEP

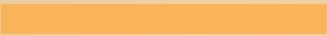
Exploring outside the market and related it to the related coffee shop market, make comparisons and thinking of the transformation between shop types and follow the trend of " bakery coffee" .





END

Thank you!



Q&A